



# Creating Vibrant Communities through the Arts

JUNE 6 & 7, 2013

## Day one: Thursday, June 6, 2013 – Hanover College, Hanover, Indiana

The first day explores how the arts can spur community development with case studies of organizations that have successfully done so.

**11:00 a.m. Pre-Program Workshop: “Mainstreaming Community Engagement” - Lynn Center for Fine Arts, Room 107**

**Doug Borwick, CEO, Arts Engaged**

This workshop considers what community engagement is (including how it differs from traditional marketing and audience engagement), how organizational functions can be re-imagined with a community engagement perspective, and present examples of deep engagement in the work of arts organizations. The most significant element will be a dialogue among attendees about how an engagement focus might be implemented in each of their organization.

**1:30 p.m. Check-in – Lynn Center for Fine Arts, Lobby**

**2:00 p.m. Welcoming Remarks – Lynn Center for Fine Arts, Fitzgibbon Recital Hall**

Lori Meadows, Executive Director, Kentucky Arts Council

Lewis C. Ricci, Executive Director, Indiana Arts Commission

**2:10 p.m. Plenary Session: “Building Communities, Not Audiences” – Lynn Center for Fine Arts, Fitzgibbon Recital Hall**

**Doug Borwick, CEO, Arts Engaged**

What are the roots and results of the disconnect between today's arts establishment and the general public? Arts-community partnerships are invaluable for both but are often "unnatural acts" and must be entered into with care. The arts and their communities represent for each other incredible potential for growth and enhanced vitality. The arts are a resource that communities cannot afford not to utilize; community partnerships represent the sustainable future for the arts.

**3:00 p.m. Breakout Sessions: *Best Practice Case Studies in Community Arts***

Choose a session that interests you. Sessions repeat at 4:30 p.m. and again at 10:15 a.m. on the second day.

- **“Connecting with Communities” – Lynn Center for Fine Arts, Room 111**

**Doug Borwick, CEO, Arts Engaged**

This session focuses on relationship building techniques applicable to arts-community partnerships and pitfalls to avoid in the process. Note: This session is only offered on the first day.

- **“Cultural Districts: BEAD” – Lynn Center for Fine Arts, Room 138**

**Miah Michaelsen, Assistant Economic Development Director for the Arts, City of Bloomington**

Hear about the genesis and development of the Bloomington Entertainment and Arts District (BEAD) in Bloomington, Indiana and get tips on how to think about cultural district development in your community.

- **Title TBD - Lynn Center for Fine Arts, Room 105**

**Jennifer Moore, Project Manager, Vollis Simpson Whirligig Park Project**

A discussion of how a small conservative rural city of 50,000 embraced arts-driven economic development through the Vollis Simpson Whirligig Park Project, the recipient of a first-round ArtPlace grant, as well as grants from the NEA and The Kresge Foundation among others.

- **“Developing Urban Arts and Culture Districts” - Lynn Center for Fine Arts, Room 106**

**Jeffrey Parks, President, ArtsQuest**

This session focuses on developing arts and culture districts for sustainable economic impact.

- **“Arts Business Incubators / Hub for Neighborhood Revitalization” - Lynn Center for Fine Arts, Greiner Art Gallery**

**Tracy Taft, Executive Director, International Sonoran Desert Alliance (ISDA)**

This session focuses on the strategy of the ISDA to revitalize the whole Ajo, AZ town center through the arts. Central to their success is an approach to "incubating" artist businesses through facilities and programming.

**4:15 p.m. Networking Break**

**4:30 p.m. Breakout Sessions: *Best Practice Case Studies in Community Arts***

(Repeat of 3:00 p.m. sessions; see descriptions above.)

**5:45 p.m. Networking Reception – The Shoebox**

Enjoy appetizers and a cash bar with your fellow attendees and presenters at the campus pub. Ends at 7:30 p.m.



# Creating Vibrant Communities through the Arts

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## Day two: Friday, June 7, 2013 – Hanover College, Hanover, Indiana

The second day wraps up the case studies and transitions participating communities into applying lessons learned on day one to developing their community plan for innovation and growth through the arts.

- 8:30 a.m.      Networking Breakfast – Lynn Center for Fine Arts, Greiner Art Gallery**
- 9:00 a.m.      Welcoming Remarks - Lynn Center for Fine Arts, Fitzgibbon Recital Hall**  
Lori Meadows, Executive Director, Kentucky Arts Council  
Lewis C. Ricci, Executive Director, Indiana Arts Commission
- 9:15 a.m.      Plenary Session: “Creative Placemaking” - Lynn Center for Fine Arts, Fitzgibbon Recital Hall**  
**Helen Davis Johnson, Program Officer – Arts & Culture, The Kresge Foundation**  
This presentation will explore what can be learned from strong national examples of creative placemaking, how this work can offer benefits to all stakeholders, what tools are needed to move the field forward, and the issues we should be aware of as more and more individuals, organizations and communities begin to engage in creative placemaking.
- 10:00 a.m.      Networking Break**
- 10:15 a.m.      Breakout Sessions**  
Repeat of day one breakout sessions, with an additional session from Helen Davis Johnson.
- **“Creative Placemaking in American Cities” – Lynn Center for Fine Arts, Room 111**  
**Helen Davis Johnson, Program Officer – Arts & Culture, The Kresge Foundation**  
The success of 21st century cities is deeply rooted in quality of place. Placemaking is not a new concept, but “Creative Placemaking” is a relatively young field that is quickly gaining enough traction to offer a great deal of promise for cities. This interactive session will explore some of the opportunities as well as challenges of creative placemaking in American cities.
- 11:30 a.m.      “Community and the Arts” – Lynn Center for Fine Arts, Fitzgibbon Recital Hall**  
**Elaine Fisher, President, efisher+associates**  
In this session, attendees will begin to sharpen the planning in their own communities by learning the principles of the community planning processes, approaches to take, and stakeholders to involve. Ms. Fisher will explore the important tools and resources that may be available to your community, from collaborative agreements to artists’ collectives.
- 12:45 p.m.      Lunch – Science Center, Atrium**
- 2:15 p.m.      Developing Your Plan – Science Center, Atrium**  
Elaine Fisher will return to lead participants as they gather in community teams to start developing their plan through self-assessment, identification of potential resources within the community, and possible collaborations. The presenters will be available to answer questions and to assist with identifying next steps to develop their plan for a vibrant art community.
- 3:45 p.m.      Closing Remarks – Science Center, Atrium**  
Lori Meadows, Executive Director, Kentucky Arts Council  
Lewis C. Ricci, Executive Director, Indiana Arts Commission
- 4:00 p.m.      Adjourn**

**Please note:** Staff will be collecting completed evaluations at the close of the workshop. Your feedback is greatly appreciated. An evaluation has been included in the materials provided.

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